

Missouri Division of Tourism

# ANNUAL REPORT FY18



MISSOURI  
enjoy the show



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# THE MISSOURI TOURISM STORY

Tourism is an essential component of Missouri's economic engine. The Missouri tourism industry brings first-time and returning visitors to the state, provides revenue to communities of all sizes, preserves cultural treasures, creates jobs, and enhances the quality of life of those who live there.

Recognizing the industry's important role, the 74th General Assembly in 1967 created the Missouri Tourism Commission and its administrative arm—the Missouri Division of Tourism (MDT)—to steward the development of the industry.

The Commission is comprised of 10 members, who each serve a four-year term. Five members are appointed by the Governor, while the remaining members are the Lieutenant Governor, two Senators appointed by the President Pro Tem, and two Representatives appointed by the Speaker of the House. Together with MDT, the Commission is responsible for:

- Recommending programs that will promote the state as a travel and tourism destination.
- Employing a director who is qualified by education and has experience in public administration and the use of communication and advertising media.

- Promoting the exchange of travel and tourism ideas and information among state and local agencies, chambers of commerce, convention and visitor bureaus, tourism entities, travel-related organizations, and individuals.

Travel promotion efforts seek to highlight the state's rich and diverse tourism assets through a research-based, comprehensive strategic marketing plan. The plan's components consist of a diversified paid media campaign across multiple channels, proactive public relations initiatives, the fostering of conversations on social media platforms, and the creation of valuable planning tools. In addition, MDT directly supports the industry in many of our communities through a cooperative matching grant program.

As one of Missouri's largest industries, the travel industry can have a significant impact on the state's overall economic health when it is strong. As a statewide industry, travel has both direct and indirect economic impacts. Travelers directly impact the economy by spending on lodging, attractions, entertainment venues, and cultural institutions. This results in broader economic impacts, such as spending on food and drink, spending in retail businesses, spending on Missouri-made products, and spending at gas stations. In fact, in FY18, visitor spending generated an estimated \$1.428 billion in state and local taxes, offsetting the Missouri resident's tax burden by an average of \$602 per household.

Simply put, consistent investment in tourism promotion is crucial to Missouri's bottom line, and it enhances Missouri's image and strengthens its communities.



# MISSOURI'S TOURISM INDUSTRY, BY THE NUMBERS

- 42 million

Total number of visitors to Missouri during FY18
- \$17.2 billion

Economic impact of the Missouri tourism industry
- 301,789

Missourians directly employed in tourism
- \$3.47

State tax revenue received by Missouri for every dollar in MDT's budget
- \$87

Visitor expenditures in Missouri's businesses for every dollar invested in MDT budget
- 340,158

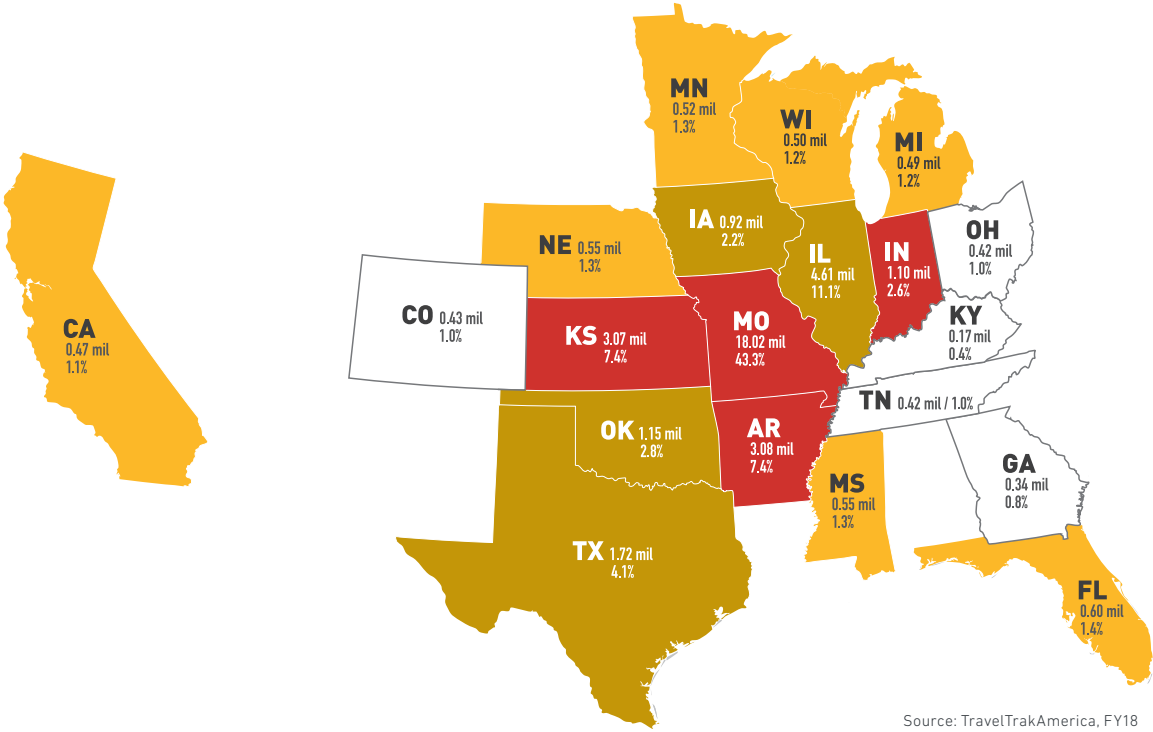
Number of Travelers who visited Missouri's official Welcome Centers
- \$287

Amount spent per person per trip by domestic overnight visitors
- 2 million

Total number of visits to VisitMO.com

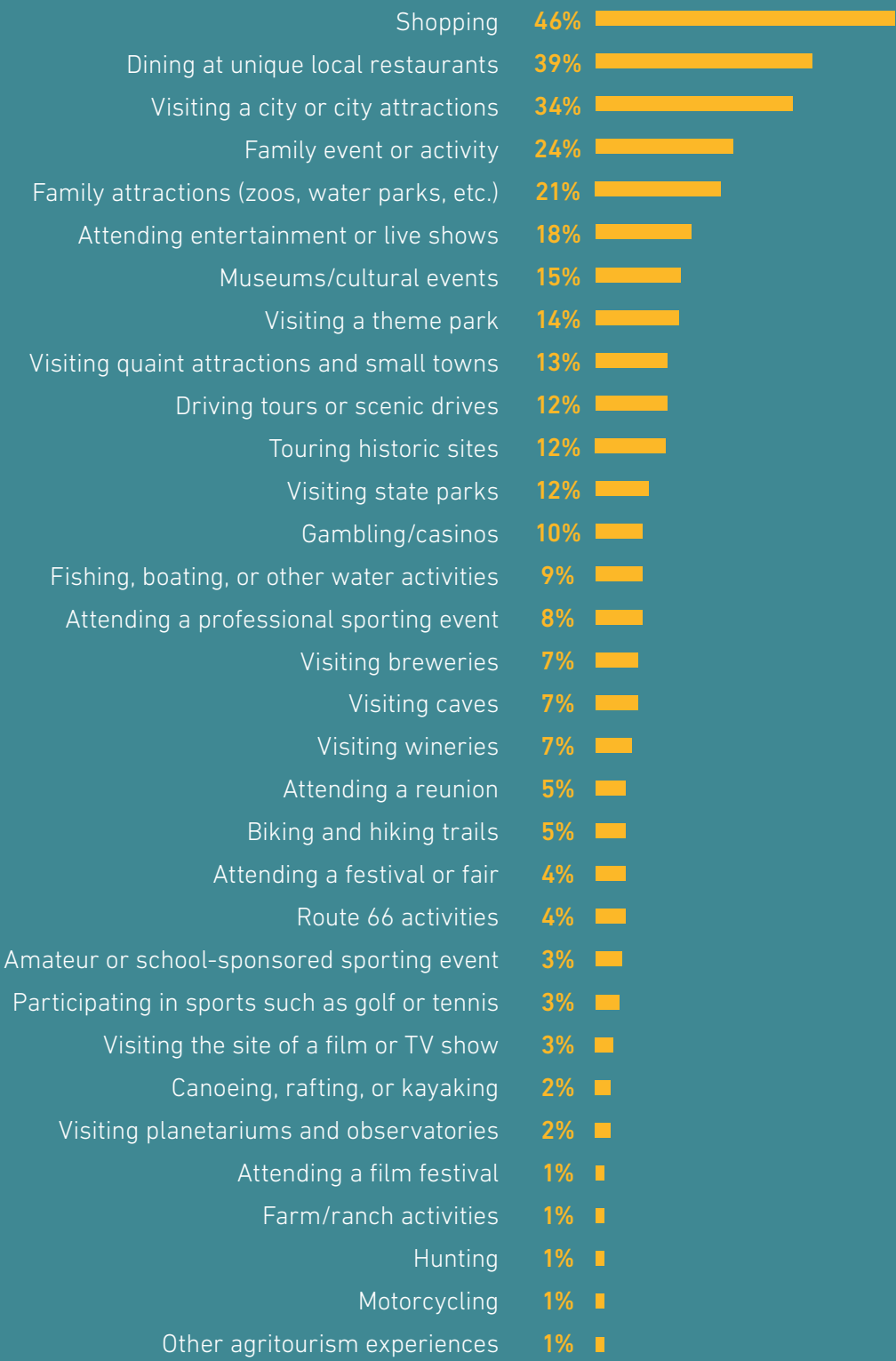
Sources: Tourism Economics, SMARI, Missouri Department of Revenue, and Missouri Department of Labor and Industrial Relations

# TOP STATES OF ORIGIN OF MISSOURI VISITORS





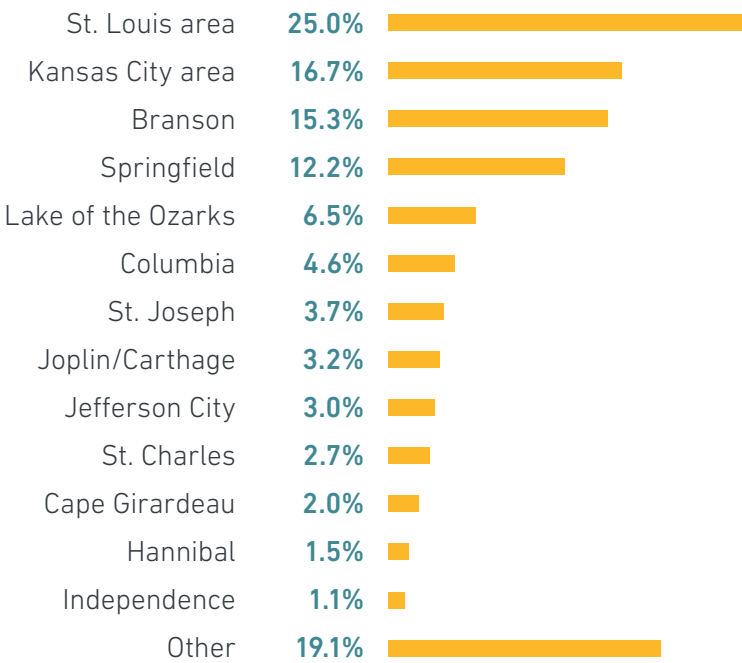
# VISITOR ACTIVITIES



Visitors may fall into one or more categories.  
Includes only target markets.

# TOP VISITOR DESTINATIONS

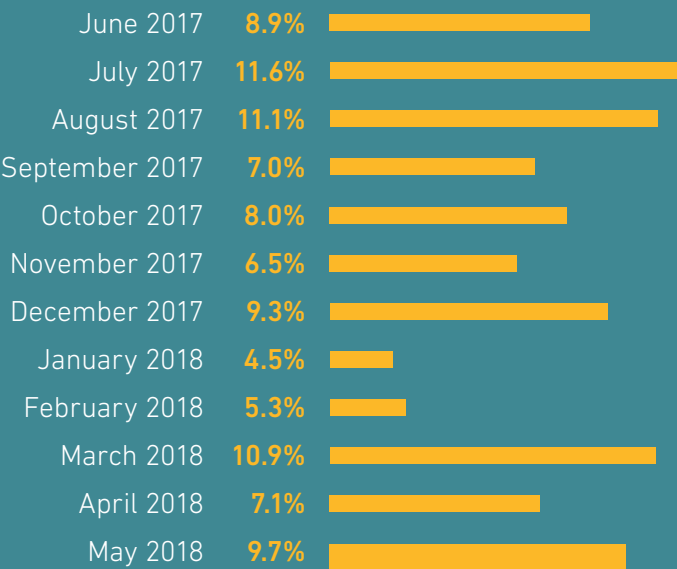
DESTINATION VISITED IN MISSOURI,  
BY PERCENTAGE OF VISITATION





# TOP MONTHS FOR VISITS

## VISITATION BY MONTH



# MARKETING AND COMMUNICATIONS





PAID MEDIA CAMPAIGN

MDT’s paid efforts in FY18 focused on sustaining the success of the “It’s Your Show” Campaign. However, significant budget restrictions in calendar years 2017 and 2018 forced MDT to retool the paid marketing strategy. MDT eliminated television advertising and deployed a mix of digital and print advertising that was supported by MDT’s shared, earned, and owned communications efforts. Broadcast television, which had been a key component of past efforts, was not used in FY18. In lieu of television advertising, MDT ran video content online as in-banner and native videos. Other paid efforts included print and online advertising.

In addition, MDT reduced the geographic reach of the paid campaign by targeting already established markets and forgoing opportunity markets. Beyond the geographic target, the campaign targeted women ages 25–54.

MEDIA	Television	Online	Magazines	Promotions/ Other	Total
2014	\$3,800,072	\$1,704,362	\$1,008,877	\$387,679	\$6,900,990
2015	\$7,279,068	\$3,162,913	\$2,075,701	\$712,056	\$13,229,738
2016	\$5,659,942	\$2,072,352	\$2,350,896	\$640,396	\$10,723,586
2017	\$894,326	\$1,362,315	\$944,973	\$1,755,886	\$4,957,500
2018	\$000	\$1,073,215	\$600,411	\$1,812,847	\$3,486,473
Difference	-100%	-21%	-36%	3%	-30%

- MDT marketing is responsible for just under 1 million trips and \$894 million in spending.
- In 2018, 9.9 million households were aware of some aspect of MDT marketing.
- Earned media increased campaign reach by an additional 6 percent.

EARNED MEDIA EFFORTS

Given the restrictions to the paid media budget, MDT relied on public relations efforts to help support the “It’s Your Show” Campaign. Public relations efforts—from engaging national travel writers to pitching daily news outlets in surrounding Midwest states—not only helped amplify the paid media campaign, but also took advantage of national topics of interest, such as the major renovation of the Gateway Arch grounds in downtown St. Louis.

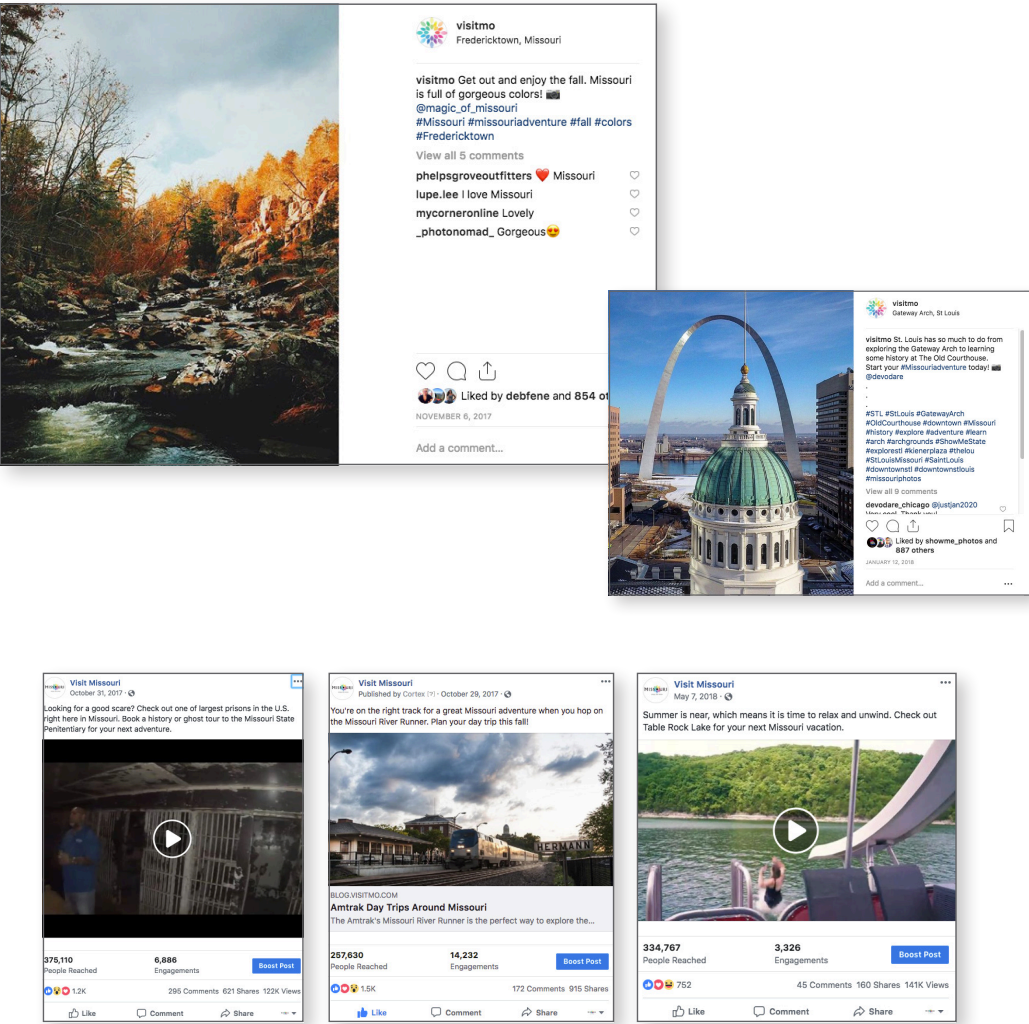




SHARED MEDIA EFFORTS

In FY18, MDT’s shared media efforts concentrated on supporting the paid campaign and driving increased engagement among key target audiences. Boosted Facebook posts in conjunction with original articles and visual content helped grow MDT’s primary social media channels: Facebook and Instagram. In FY18, MDT’s Facebook page gained 12,067 new followers, while its Instagram page gained 3,815 new followers.

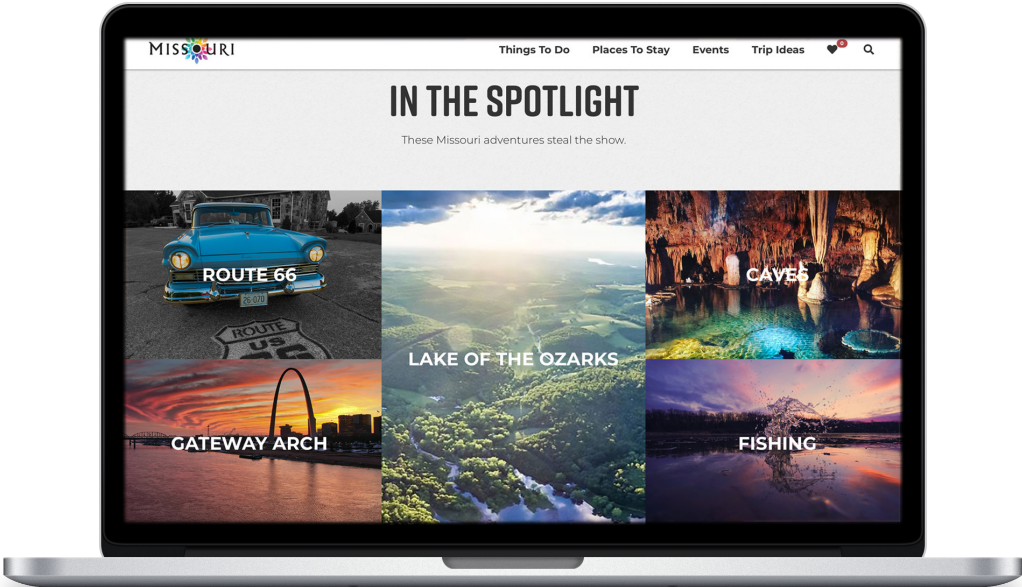
34% OF CONSUMERS RECALLED MDT SOCIAL MEDIA POSTS



MISSOURI’S OWNED COMMUNICATIONS ASSETS

VisitMO.com Gets an Overhaul

VisitMO.com is an essential component of MDT’s promotional efforts. In FY18, the website was completely redesigned to engage travelers at all points of their Missouri journey, inspire travel through stunning visuals, and provide timely information about attractions and events. Through a new “Spotlight Stories” content series, the new site more effectively tells the deeper stories of Missouri’s most compelling travel experiences. What’s more, an enhanced search engine and a mobile-responsive site design have dramatically improved the user experience. In FY18, VisitMO.com garnered nearly 2 million visits.



## MISSOURI'S OWNED COMMUNICATIONS ASSETS, cont'd

### *Official Travel Guide Continues to Inspire*

The 2019 *Official Travel Guide*, whose cover features the beautiful Elephant Rocks State Park in the state's Southeast region, is distributed throughout the state by Official Missouri Welcome Centers and Affiliate Welcome Centers, chambers of commerce, convention and visitor bureaus, and other partners and businesses. In addition, travelers can request a copy at VisitMO.com or download a digital version. The travel guide provides opportunities for advertising and attraction listings for hundreds of tourism-related businesses, as well as original editorial features and tips for travelers as they plan their Missouri adventure.



## WELCOME CENTERS

MDT operates eight Official Missouri Welcome Centers at entry points to the state and along I-44. In addition to welcoming visitors, visitor center staff provide education and resources to travelers, including information about weather and road conditions. Each center is stocked with *Official Travel Guides* and informational brochures from local destinations and attractions. MDT also partners in an affiliate welcome center program, in conjunction with the Missouri Department of Transportation, that is based in locations such as local city halls and county courthouses.

Due to budget restrictions, Missouri's official and affiliate welcome centers were forced to reduce operating days and hours in 2018, which resulted in a decrease in visitors compared to the previous year. In 2018, 340,158 travelers visited welcome centers.







# THE COOPERATIVE MARKETING PROGRAM

The Cooperative Marketing Program represents MDT’s second-largest annual investment and provides marketing, resources, and partnership opportunities statewide. Through the Cooperative Marketing Program, MDT invests in advertising projects of Destination Marketing Organizations (DMOs) that are specifically designed to increase visitation and visitor spending throughout the state. Partnership funding is distributed through three matching programs.

• **Marketing Matching Grant (MMG):** To increase leisure travel throughout the Show-Me State, this program matches up to 50 percent of a certified DMO’s pre-approved advertising opportunities. The grant, which is the largest investment in the Cooperative Marketing Program, provides participants with a financial incentive to market their destinations to leisure travelers. The County Tourism Level (CTL) determines the final funding amount.

• **Marketing Platform Development (MPD):** This grant is available to all DMOs with a CTL of 1 to 4 and to non-certified DMOs. The grant matches up to 50 percent of the cost of approved projects that either improve or expand existing tourism marketing programs or create new ones. The maximum grant amount is \$5,000.

• **Search Engine Marketing (SEM):** This award is available to all DMOs and includes a coordinated pay-per-click strategy designed to increase SEM results. The award matches up to 50 percent.

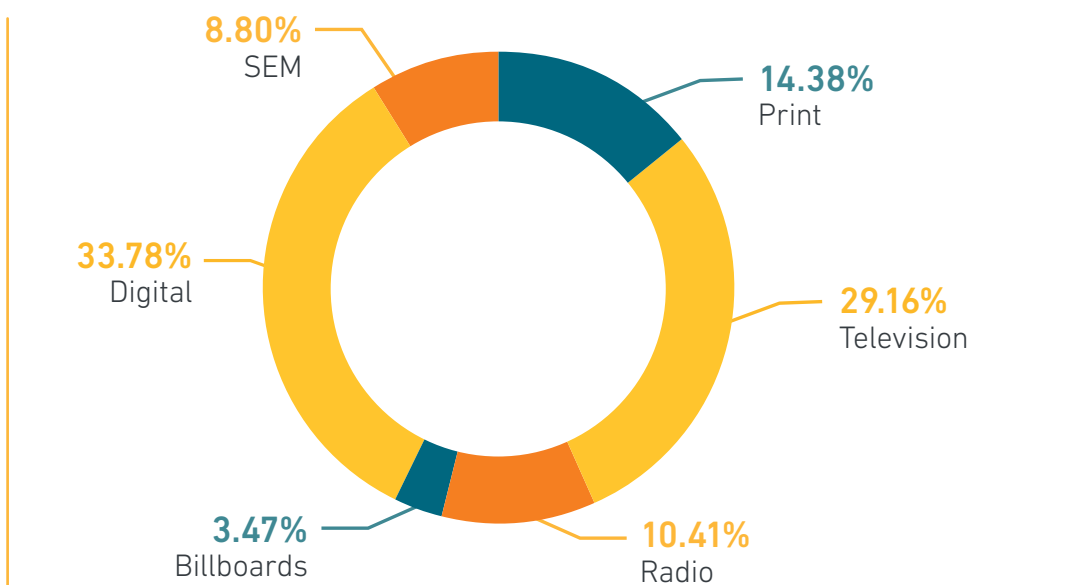
## FY18 RESULTS AND REGIONAL HIGHLIGHTS

### PREVIOUS COOPERATIVE MARKETING BUDGETS

YEAR	MDT BUDGET	CO-OP AWARDS	% OF BUDGET	
2015 (MMG & MPD)	\$21,896,240	\$2,624,517	11.99%	<div></div>
2016 (MMG & MPD)	\$20,804,990	\$2,761,251	13.27%	<div></div>
2017 (MMG & MPD)	\$20,714,990	\$3,440,441	16.61%	<div></div>
2018 (MMG, MPD & SEM)	\$10,619,990	\$1,803,981	16.99%	<div></div>



MMG EXPENDITURES BY MEDIA TYPE



COOPERATIVE MARKETING FUNDING BY REGION

Region	MMG Award	MPD Award	SEM Contribution	Total MDT Funding
Northwest	\$355,532	\$4,600	\$19,895	\$380,027
Northeast	\$399,002	\$—	\$28,300	\$427,302
Central	\$263,309	\$3,500	\$32,913	\$299,722
Southeast	\$32,686	\$4,750	\$10,800	\$48,236
Southwest	\$620,370	\$—	\$28,325	\$648,695
	\$1,670,899	\$12,850	\$120,233	\$1,803,982

NORTHWEST REGION FUNDING

DMO Name	County	MMG Award	MPD Award	SEM Contribution	Total MDT Funding
St. Joseph	Buchanan	\$31,990		\$9,525	\$41,515
Clay County	Clay	\$92,817		\$4,620	\$97,437
Excelsior Spngs	Clay/Ray		\$1,100		\$1,100
Independence	Jackson			\$5,000	\$5,000
Visit KC	Jackson	\$217,075			\$217,075
Lexington	Lafayette	\$2,297			\$2,297
Chillicothe	Livingston			\$750	\$750
MO Hwy 36	Misc.		\$3,500		\$3,500
Platte County	Platte	\$11,353			\$11,353
		\$355,532	\$4,600	\$19,895	\$380,027

NORTHEAST REGION FUNDING

DMO Name	County	MMG Award	MPD Award	SEM Contribution	Total MDT Funding
Kirksville	Adair	\$3,077			\$3,077
Washington	Franklin	\$10,245		\$1,500	\$11,745
Hermann	Gasconade	\$2,742		\$6,000	\$8,742
Hannibal	Marion/Ralls	\$31,990		\$7,000	\$38,990
Louisiana	Pike	\$2,057			\$2,057
Moberly	Randolph	\$6,141			\$6,141
St. Charles	St. Charles	\$125,675		\$10,800	\$136,475
Maryland Heights	St. Louis			\$3,000	\$3,000
St. Louis	St. Louis/City	\$217,075			\$217,075
		\$399,002	\$—	\$28,300	\$427,302

CENTRAL REGION FUNDING

DMO Name	County	MMG Award	MPD Award	SEM Contribution	Total MDT Funding
Benton County	Benton	\$2,566			\$2,566
Columbia	Boone	\$61,575			\$61,575
Lake Ozarks	Multiple	\$125,675		\$10,800	\$136,475
Jefferson City	Cole	\$15,872	\$3,500	\$8,675	\$28,047
Boonville	Cooper	\$1,828			\$1,828
Clinton	Henry	\$3,244			\$3,244
Warrensburg	Johnson	\$4,823			\$4,823
Lebanon	Laclede	\$14,975		\$1,750	\$16,725
LOG Trail	Misc.			\$2,163	\$2,163
Sedalia	Pettis	\$5,652		\$6,575	\$12,227
Pulaski	Pulaski	\$27,099		\$2,950	\$30,049
		\$263,309	\$3,500	\$32,913	\$299,722

SOUTHEAST REGION FUNDING

DMO Name	County	MMG Award	MPD Award	SEM Contribution	Total MDT Funding
Cape Girardeau	C.Girardeau	\$20,152		\$6,500	\$26,652
West Plains	Howell	\$3,000			\$3,000
Rolla	Phelps	\$6,792		\$1,500	\$8,292
St. James	Phelps		\$4,750		\$4,750
Sikeston	Scott			\$1,000	\$1,000
Ste. Genevieve	Ste. Genevieve	\$2,742		\$1,800	\$4,542
		\$32,686	\$4,750	\$10,800	\$48,236



COOPERATIVE MARKETING FUNDING BY REGION, cont.

SOUTHWEST REGION FUNDING

DMO Name	County	MMG Award	MPD Award	SEM Contribution	Total MDT Funding
Springfield	Multiple	\$196,510		\$10,800	\$207,310
Carthage	Jasper	\$10,537		\$2,375	\$12,912
Joplin	Jasper/Newton			\$4,350	\$4,350
Table Rock Lake	Stone	\$196,248			\$196,248
Branson	Taney	\$217,075		\$10,800	\$227,875
		\$620,370	\$—	\$28,325	\$648,695





## GROUP TOUR MARKETING

The domestic group-tour market has long been a priority for MDT. In this segment, professional travel providers market to those who are looking for packaged travel opportunities. MDT, through its contracted agency, Legacy Dimensions, meets with these providers at conventions of organizations such as the Student Youth Travel Association and the National Tour Association, to discuss the current Missouri itineraries they are selling, get feedback on our product, and suggest new and different itineraries and opportunities for them to sell to potential visitors. Additionally, MDT received paid and earned coverage in trade publications that target this segment, such as *Group Travel Leader* magazine.



## INTERNATIONAL MARKETING

While making up a small percentage of overall visits, international travelers remain a strong opportunity for growth. MDT, working closely with destination partners, particularly Explore St. Louis, Visit KC, and **Explore Branson**, continued to promote Missouri to the international market, primarily through participation in partnership organizations such as Travel South USA, Brand USA, and Mississippi River Country. In FY18, Missouri was represented internationally through MDT's attendance at conventions such as World Travel Market, London; IPW; and Travel South International Showcase; and through its work with tour companies and journalists.





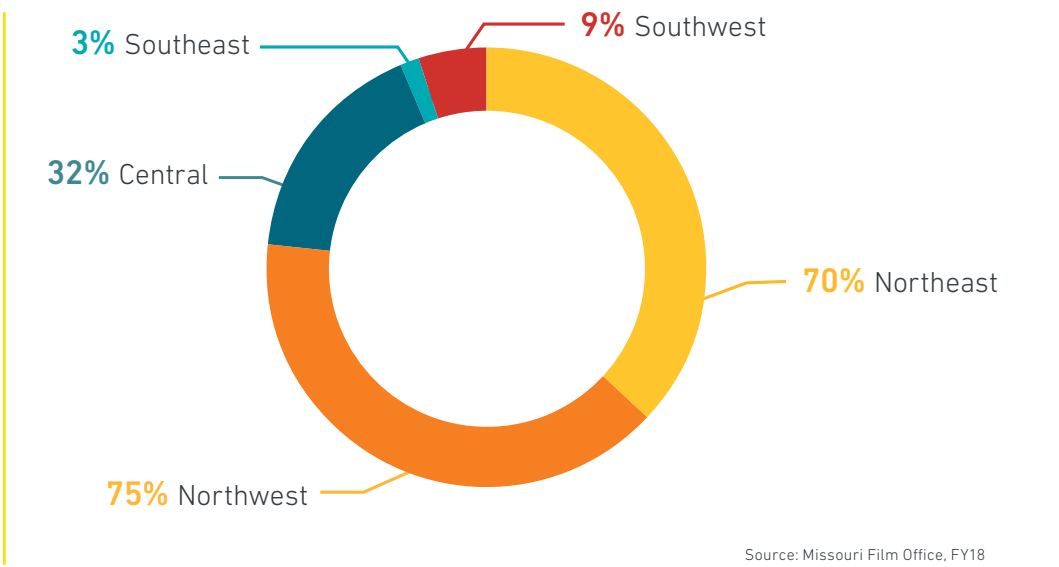
# MISSOURI FILM OFFICE

The Missouri Film Office works to develop, coordinate, and market the film industry and film-related activities in Missouri. The office serves as the central point of contact for all Statewide inquiries concerning film, TV shows/segments, documentaries, commercials, web content, and digital media.

The Missouri Film Office provided assistance for 188 projects in FY18. Projects include content for networks such as A&E, CNN, Discovery Networks, Food Network, HBO, HGTV, The History Channel, MTV, National Geographic, Netflix, Oxygen, PBS Networks, Travel Channel, and TLC.



# FY18 PROJECTS ASSISTED, BY REGION



The MoFilm.org website offers resources for filmmakers, including more than 1,200 location photo listings representing all Missouri counties and more than 3,000 listings for skilled workers, equipment, and companies.

In addition, the film office supports 16 annual film festivals across the state and 38 film-related programs at Missouri colleges and universities.

The Missouri Stories Scriptwriting Fellowship was established to increase the number of film and TV projects that are set in the state. Over the last five years, 246 scripts have been submitted to the program.



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TOURISM EXPENDITURES  
AND EMPLOYMENT BY REGION

CENTRAL REGION		
COUNTY NAME	FY18 EXPENDITURES IN 45 TOURISM-RELATED NAICS CODES*	FY18 TOURISM-RELATED EMPLOYMENT*
Benton County	\$17,944,722	420
Boone County	\$412,889,202	11,582
Callaway County	\$46,483,282	1,258
Camden County	\$187,447,378	3,958
Cole County	\$144,254,234	3,680
Cooper County	\$22,103,439	822
Dallas County	\$12,981,726	319
Henry County	\$31,761,278	740
Hickory County	\$6,915,245	166
Johnson County	\$63,248,218	2,141
Laclede County	\$57,149,686	1,161
Maries County	\$2,776,602	42
Miller County	\$40,566,605	682
Moniteau County	\$8,240,396	224
Morgan County	\$23,555,558	529
Osage County	\$7,097,410	197
Pettis County	\$71,642,181	1,712
Pulaski County	\$79,095,111	2,685
St. Clair County	\$3,740,124	73
Total Central Region	\$1,239,892,397	32,391

NORTHEAST REGION		
COUNTY NAME	FY18 EXPENDITURES IN 45 TOURISM-RELATED NAICS CODES*	FY18 TOURISM-RELATED EMPLOYMENT*
Adair County	\$37,894,370	1,352
Audrain County	\$21,029,126	538
Clark County	\$3,585,892	123
Franklin County	\$158,851,411	3,916
Gasconade County	\$21,057,525	564
Jefferson County	\$269,090,638	6,222
Knox County	\$1,092,189	49
Lewis County	\$4,377,187	172
Lincoln County	\$44,216,333	1,095
Macon County	\$19,998,879	520
Marion County	\$59,234,547	1,457
Monroe County	\$4,215,512	156
Montgomery County	\$7,262,497	216
Pike County	\$14,010,965	448
Ralls County	\$6,286,361	120
Randolph County	\$28,977,122	648
Schuyler County	\$473,608	13
Scotland County	\$2,281,677	50
Shelby County	\$2,751,717	83
St. Charles County	\$864,621,677	20,884
St. Louis City	\$1,480,746,313	27,174
St. Louis County	\$2,642,323,846	61,139
Warren County	\$34,242,148	706
Total Northeast Region	\$5,728,621,540	127,645



TOURISM EXPENDITURES AND EMPLOYMENT BY REGION, cont'd

NORTHWEST REGION		
COUNTY NAME	FY18 EXPENDITURES IN 45 TOURISM-RELATED NAICS CODES*	FY18 TOURISM-RELATED EMPLOYMENT*
Andrew County	\$7,118,495	153
Atchison County	\$8,796,435	147
Buchanan County	\$183,135,407	4,250
Caldwell County	\$2,301,013	74
Carroll County	\$7,817,256	213
Cass County	\$129,188,542	3,241
Chariton County	\$3,378,320	91
Clay County	\$557,032,850	12,405
Clinton County	\$7,789,118	347
Daviess County	\$3,561,538	72
Dekalb County	\$18,268,644	234
Gentry County	\$2,889,254	87
Grundy County	\$6,863,630	243
Harrison County	\$10,071,253	235
Holt County	\$6,361,903	89
Howard County	\$4,943,554	137
Jackson County	\$2,115,600,412	41,825
Lafayette County	\$28,361,833	760
Linn County	\$9,822,642	246
Livingston County	\$19,314,539	516
Mercer County	\$666,507	7
Nodaway County	\$27,773,954	912
Platte County	\$327,424,024	6,177
Putnam County	\$819,640	19
Ray County	\$12,852,219	380
Saline County	\$21,800,156	658
Sullivan County	\$1,857,678	15
Worth County	\$371,724	8
Total Northwest Region	\$3,526,182,540	73,541

SOUTHEAST REGION		
COUNTY NAME	FY18 EXPENDITURES IN 45 TOURISM-RELATED NAICS CODES*	FY18 TOURISM-RELATED EMPLOYMENT*
Bollinger County	\$4,124,445	82
Butler County	\$76,368,889	1,971
Cape Girardeau County	\$193,358,088	4,377
Carter County	\$5,268,430	217
Crawford County	\$31,363,503	556
Dent County	\$15,005,660	331
Dunklin County	\$30,008,650	709
Howell County	\$52,545,902	1,236
Iron County	\$6,066,241	191
Madison County	\$9,605,413	275
Mississippi County	\$10,375,263	309
New Madrid County	\$27,006,023	435
Oregon County	\$7,894,478	143
Pemiscot County	\$10,328,555	276
Perry County	\$24,675,641	578
Phelps County	\$85,726,733	2,248
Reynolds County	\$3,670,600	142
Ripley County	\$7,427,374	215
Scott County	\$50,401,078	1,318
Shannon County	\$7,296,479	85
St. Francois County	\$90,525,362	2,353
Ste. Genevieve County	\$16,262,884	470
Stoddard County	\$27,635,291	677
Texas County	\$16,056,196	387
Washington County	\$14,234,724	291
Wayne County	\$6,206,763	222
Total Southeast Region	\$829,438,665	20,094



TOURISM EXPENDITURES AND EMPLOYMENT BY REGION, cont'd

SOUTHWEST REGION		
COUNTY NAME	FY18 EXPENDITURES IN 45 TOURISM-RELATED NAICS CODES*	FY18 TOURISM-RELATED EMPLOYMENT*
Barry County	\$38,946,327	1,020
Barton County	\$12,745,385	381
Bates County	\$12,322,379	341
Cedar County	\$12,245,213	353
Christian County	\$92,020,156	2,317
Dade County	\$3,354,489	109
Douglas County	\$7,823,247	204
Greene County	\$767,231,474	17,978
Jasper County	\$218,417,833	4,871
Lawrence County	\$28,239,159	840
McDonald County	\$13,723,402	312
Newton County	\$104,750,867	2,037
Ozark County	\$7,375,819	241
Polk County	\$27,625,046	590
Stone County	\$181,596,771	1,658
Taney County	\$579,649,280	13,260
Vernon County	\$23,349,859	511
Webster County	\$31,368,626	694
Wright County	\$12,724,487	401
Total Southwest Region	\$2,175,509,819	48,118

STATE TOTALS	
FY18 EXPENDITURES IN 45 TOURISM-RELATED NAICS CODES*	FY18 TOURISM-RELATED EMPLOYMENT*
\$13,499,644,961	301,789

\*2018 expenditure figures are a preliminary run. The Department of Revenue will not have final figures until September 2019. Sources for tables on pp. 28–32: Missouri Department of Revenue, Missouri Department of Labor and Industrial Relations









